



Home Furnishings in the US

May 2024

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Home Furnishings in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

DTC contributes to growth for some categories and companies within bedroom furniture

Ashley's rebrand includes modernisation along with a budget-friendly strategy

Demand for sustainability and aesthetics ensures stable growth for storage furniture

PROSPECTS AND OPPORTUNITIES

Innovation and convenience expected to drive growth for barbecues

Demand for sofa beds to return, due to affordability and versatility

Multi-generational living expected to impact home furnishings

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DISCLAIMER

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